Getting Started

Direct your browser to www.gnpd.com to log in. If prompted for a username, enter your email address and password as provided by your Mintel Account Director. New users will be required to create a personal profile. To do so, click on Create a new profile to create a new personal profile.

The left hand margin enables you to navigate to relevant information pages, run a search, view our trade show calendar, edit your personal settings or simply view the latest trend information on the world of new products.

Comprehensive and timely snapshots of trends and insights observed across all of our covered categories are located in the Category Insights link. Users can subscribe to automated updates which will send email alerts when Mintel publishes updated reviews.

To access Category Insights, click on the Category Insights link. Select any of the insight topics to access category details including Introduction (with Executive Summary), Regional Analysis, Latest Trends, Ingredient/Flavour Trends and Forecast.
Click the Search link and select the ‘Create a search’ option to enter detailed search variables. Archive data exists back to 1972.
Search results will display by default as listings of products. To view more in-depth details of your results, click the Analysis link (see page 5).

To save a search, first run a search. Under the Keep Updated section you can name your search and set email alerts by frequency for notification of new products meeting your search criteria.

When viewing search results or product records, download options will appear in the left-hand margin.

These are your page view options — view 30, 50 or 100 items on a page, in abridged or thumbnail format. Navigate from page to page using the arrows.

The ideas hopper helps individual users track interesting products, empowers teams to collaborate via shared hoppers and comments, and can fill your organisation's innovation 'pipeline'.

To change hopper settings, or view previously saved hoppers, click the My Hopper link. Users can control a variety of helpful settings via the Manage Hopper link and can choose to receive alerts for new comments and products added to shared hoppers.

Click on any product image to view the full product details for this product.
Viewing Product Records

Company. Clicking on the company name will link to a focus page dedicated to recent product launches and additional content related to the company.

Store type. This shows where we bought the product and the type of store, linked to Google maps so you can zoom into the street and postcode.

Basic information about the product such as company, category, country, date, and price.

Product Description. A brief editorial summary of product attributes and claims.

Packaging details. Specific physical package details, including packaging type and dimensions.

Flavours and Positioning Claims. Lists flavours and positioning claims recorded for this product. By clicking on the Claim, Flavour or Fragrance you will be taken to a page focused on products and trends in that same category.

Ingredients and Nutrition. Complete details are provided for every product that has ingredients and nutrition printed on its packaging.

Navigation. Browse between your search results by clicking on these product images.

Product Delivery. Click to arrange to have this product delivered to you.

View relevant market sizes for this product.

Multiple packaging images. Click on image to view in greater detail. Continue clicking to zoom in on the full-size image.

Record ID number. Each record has a unique number. Find a specific record by entering its ID number in the full-text search field.

View similar products to the one you are viewing.

View how the product is selling for the first two years from launch.
Analysis

Search results will display by default as listings of products. To view more in depth details of your results, click the Analysis link.

Fast facts show ‘Top 5’s’ relevant to your search and link to corresponding product records. Use the drop down below any Top 5 box to view the data as a graph.

Below the Top 5’s, Plan-it Express is available for quick analysis. The tool includes a drop-down of the most commonly used charts and graphs.

You can also create a Graph, Cross-Tabulation, or Heatmap of the results (each indicated by the relevant icon).

Scroll down to Graph my search results, Tabulate my search results, or Map results and follow the steps provided to create your analysis.

1. Select your analysis method: Select a title for your graph, the chart type and style options (graphing only).
2. Choose which fields to display: Choose variables for your x- and y-axes (graphing) or column and row (cross-tab).
3. Extra options: Choose sample data over time and choose optional data filters.
4. Finish: View the results in your browser or download Excel (XLS or CSV).

Use advanced mode to display all graphing and tabulation options on one page.

Click and drag report variables from left to right.

Cross-tabulations are interactive when viewed in a browser: Highlight trends over rows in colour, or select cells and click view cells to see actual product records.
Ingredients Analysis

GNPD provides the ability to produce highly advanced ingredients analysis.

The three graphs across the top of the screen display the top ingredients (from your selection from the list below), the trends of these ingredients over time, and the use of associated tags with these ingredients.

A tag can be a claim (organic, natural), a region (north atlantic), or a preparation (smoked). These are separated from the ingredients so that true ingredient analysis can be performed.

GNPD Userguide

For further help, call one of our regional offices:
America: +1 (312) 932 0600
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